

Scion Uses Social Media, Ride and Drive Program to Connect with Public at 2014 Chicago Auto Show

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CHICAGO, Ill., (Jan. 31, 2014) – Scion will be connecting with Chicagoans through virtual and experiential means at the 2014 Chicago Auto Show.

Scion will be incorporating an array of social media-focused elements in its exhibit, complementing the brand's exciting lineup of youth-oriented vehicles, while offering show goers the chance to experience those cars in a ride and drive program at McCormick Place.

The exhibit will feature a social media "Master Dashboard" video wall which displays live Scion tweets, Facebook posts and Instagram images from the auto show. The automaker is also introducing the "Scion Swag Machine," the world's first Instagram-powered, near field communication (NFC) – enabled vending machine. Newly developed for the 2014 show season, it's a fun, engaging way that event attendees can leverage the power of hand-held mobile devices and social media networks for instant rewards. The machine provides two easy ways to claim a prize. By tagging or posting an Instagram image with an event-specific hashtag, guests trigger the web-connected machine releasing a variety of giveaways inside.

During Public Days, Feb. 8-17, Scion will be holding a full lineup ride and drive program from the lower level of McCormick Place's North Building. Interested participants will be able to register at the Scion Live Drive registration area before proceeding to the curb staging area. Drivers, who will be accompanied by a company representative, can navigate one of several 5-10-minute routes on the streets near McCormick Place. Drivers need to be at least 21 years old and have a valid driver's license. Passengers must be at least eight years of age.

"Between the exhibit and the ride and drive program, we are going all out to give show attendees the complete Scion experience," said Steve Hatanaka, Auto Shows and Special Events Manager at Scion. "We take pride in knowing that no other automaker is providing Chicagoans the unique opportunity to drive its entire lineup right there at the auto show."

Scion will feature 10 vehicles in its exhibit, including the 2014 limited edition Monogram SeriesTM FR-S and tC models. These two special Scion vehicles will offer more premium features without sacrificing value. There will also be a highly-modified, yellow FR-S, as seen at the Specialty Equipment Market Association (SEMA) Show. For the second consecutive year, the Scion FR-S was named "Hottest Sport Compact" at SEMA last November.

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